

Indiana WIC Vendor Notice 14-3

Date: August 5, 2014

To: WIC Vendors

From: Dan Labus, WIC Vendor Manager

Re: Increased redemption of lowfat (1%) milk beginning October 1, 2014

Effective October 1, 2014, the majority of WIC checks issued to women and children over the age of two will require the purchase of lowfat (1% or ½%) or nonfat (skim) milk only. The checks issued to this group of WIC participants currently allows the purchase of reduced fat (2%) milk as an alternative to the lowfat and nonfat options. With the exception of a minimal population of WIC participants, reduced fat (2%) will no longer be an option.

We are sharing this information with you in light of concerns expressed by the International Dairy Foods Association (IDFA) that issues with availability of lowfat (1%) milk may arise as a result of this change. Indiana WIC expects the majority of participants who currently purchase reduced fat (2%) milk will switch to lowfat (1%). Few will switch to nonfat (skim).

The impact of this change will occur gradually over three months beginning October 1, 2014. This is due to all participants who receive checks prior to 10/1/14, will have as many as three months of checks still allowing the purchase of the reduced fat (2%) milk.

Thank you for your continued support of the WIC program. If you have any questions about this change, you can contact your local WIC office or the State WIC Program at (800) 522-0874 and ask for the Vendor Consultant in your area.